

DRQ挑戰站
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Economic Impact of “Demon Slayer: Kimetsu no Yaiba”
Total marks: 26

Related Concepts:

- Demand and Supply
- Proportional Tax
- Positive Externality
- Essay question: aggregate output in the short run, tax revenue, balance of payment

“Demon Slayer: Kimetsu no Yaiba” (hereafter “Demon Slayer”) is a popular manga series in Japan. Its increasing popularity brings positive economic impacts to Japan.

Source A: An Extract from a Newspaper

"Demon Slayer" reaches 2nd on Japan's all-time box-office sales list

An animated movie based on the blockbuster "Demon Slayer" manga series has attracted more than 20 million audience across Japan, with box-office worth 27.51 billion Japanese Yen.

The manga series, now a global hit, has been translated into 14 languages and is available in 33 countries and regions.

It is believed that the suspension of the Hollywood movies may contribute to the boosting of the box office sales of the movie of "Demon Slayer".

Source B: A Table Showing Some Examples of Taxes in Japan

Types	Explanation
Consumption Tax	The consumption tax is levied when a business enterprise sells goods, provides services, or imports goods into Japan. The tax rate is 10% of the value of the goods and services.
Corporate Income Tax	The corporate income tax is levied on profits generated in Japan by the enterprise.

Source C: Views on the Increasing Popularity of “Demon Slayer”

A Fan of “Demon Slayer” in Japan	I love “Demon Slayer” very much. I like to collect comic books, the related products and visit the related tourism attractions appeared in the comics or movies.
A Souvenir Seller in Beppu, Japan	Many fans of “Demon Slayer” visit the temple in Beppu, where the name of the temple is the same as the main character of “Demon Slayer”. This will bring a positive impact of local tourism.
An Accountant	The increasing popularity of “Demon Slayer” will unavoidably affect the direct and indirect tax revenue of the Japanese government.
A Fan of “Demon Slayer” in Hong Kong	The “Demon Slayer” is not only popular in Japan, but also Hong Kong. Fans in Hong Kong can also buy comic books and related toys, watch the latest movie, etc.

- (a) Refer to Source A. Explain why the suspension of the Hollywood movies may increase the total revenue of the movie of “Demon Slayer”. Illustrate your answer with a demand-supply diagram. (6 marks)
- (b) Refer to Source B. Explain whether the consumption tax in Japan is proportional. (3 marks)
- (c) Name **ONE** example of positive externality generated by the increasing popularity of “Demon Slayer” found in Source C. Briefly explain your answer. (3 marks)

For part (d), candidates are required to present their answer in essay form. Criteria for marking will include use of sources and economic theories, relevant content, logical presentation and clarity of expression.

(d) With reference to the above sources and your own knowledge in Economics, discuss the effect of the increasing popularity of “Demon Slayer” on economic variables including:

- the aggregate output in the short run of Japan.
- the tax revenue of Japanese government, and
- the balance of payments of Japan.

(14 marks)



鬼滅經濟學
總分:26

相關概念:

- 需求與供應
- 比例稅
- 正界外效應
- 論述題:短期總產出、稅收、國際收支平衡

《鬼滅之刃》是日本超人氣動漫。它的熱潮持續燃燒為日本帶來正面的經濟效益。

資料A: 某報章報導節錄

《鬼滅之刃》登日本史上票房第二

《鬼滅之刃》的劇場版電影在日本各地吸引了超過2,000萬觀眾，票房價值275.1億日元。

該動漫系列現已風靡全球，現已翻譯成14種語言，並在33個國家和地區銷售。

有人認為荷里活電影押後上映可能有助提高《鬼滅之刃》電影的票房。

資料B: 一個顯示日本稅收例子的表

稅收類別	解說
消費稅	政府就企業在日本售賣商品，提供服務或進口商品時，徵收消費稅。現時稅率為服務或商品價值的10%。
企業所得稅	政府向企業在日本境內所賺取的利潤徵收企業所得稅。

資料C: 對《鬼滅之刃》熱潮的意見

一位在日本的《鬼滅之刃》粉絲	我十分喜歡《鬼滅之刃》。我喜歡收集其漫畫書，周邊商品，以及到訪曾在漫畫或電影中出現的旅遊景點。
一位在日本別府售賣紀念品的賣家	很多《鬼滅之刃》的粉絲到訪別府的寺廟，因為它和《鬼滅之刃》的主角同名。這會為本地旅遊帶來正面的影響。
一位會計師	《鬼滅之刃》熱潮無可避免地影響日本政府的直接稅和間接稅稅收。
一位在香港的《鬼滅之刃》粉絲	《鬼滅之刃》除了在日本受歡迎外，香港亦非常受歡迎。香港的粉絲能夠購買漫畫書、相關玩具、看最新的《鬼滅之刃》電影等等……

(a) 參考資料A。解釋為什麼荷里活電影押後上映可能增加《鬼滅之刃》電影的總收入。以一幅供需圖說明你的答案。 (6分)

(b) 參考資料B。解釋日本的消費稅是否比例稅。 (3分)

(c) 舉出一個在資料C中能夠找到的《鬼滅之刃》熱潮帶來正界外效應的例子。簡單解釋你的答案。 (3分)



考生須以短文形式回答(d)部。評分準則包括運用資料及經濟理論，內容切題，鋪排合乎邏輯，以及表達清晰。

(d) 參考以上各項資料並就你對經濟學的認識，討論《鬼滅之刃》熱潮對下列各項的影響，包括

- 日本的短期總產出；
- 日本政府的稅收；及
- 日本的國際收支平衡。

(14分)



經商學院